

ARCHITECTURAL CONTROL SHOULD BE PROVIDED TO INSURE THAT ALL DEVELOPMENT IS COMPATIBLE WITH OBJECTIVES TO RECREATE THE HISTORICAL ATMOSPHERE OF THE AREA.

The Old Town San Diego Planned District includes an area where several fine architectural examples of the pre-1871 San Diego exist. These sites must be preserved and new development must preserve the scale and quality of this historic settlement. The architectural character of the Old Town San Diego Planned District has departed from this original intent. The most obvious failure to maintain the historic architectural character has been in the design, height, and bulk of new structures. Clear and definite limits to height, size and bulk and architectural "period" design of new structures must be established. This plan also recommends that development intensity levels range from 0.6 to 1.0 FAR in order to maintain historical consistency.

1. AN ARCHAEOLOGICAL STUDY REQUIREMENT SHOULD BE APPLIED TO ALL DEVELOPMENT PROJECTS IN OLD TOWN WHICH DISTURB THE GROUND.
2. LIMITS TO HEIGHT, SIZE, AND BULK OF NEW STRUCTURES SHOULD BE NO GREATER THAN THE HISTORIC PRECEDENT OF BUILDINGS WITHIN THE DISTRICT.
3. THE MAXIMUM ENCLOSED SPACE FOR ONE-STORY BUILDINGS SHOULD BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, THE ESTUDILLO HOUSE, WHICH WAS APPROXIMATELY 5,700 SQUARE FEET.
4. THE MAXIMUM ENCLOSED SPACE OF TWO-STORY BUILDINGS BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, THE COSMOPOLITAN HOTEL, CASA DE BANDINI, WHICH WAS APPROXIMATELY 6,500 SQUARE FEET.
5. THE MAXIMUM ENCLOSED SPACE OF THREE-STORY BUILDINGS SHOULD BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, WHICH WAS THE FRANKLIN HOUSE, OF APPROXIMATELY 9,000 SQUARE FEET.
6. AN HISTORIC OVERLAY ZONE SHOULD BE ADOPTED WHICH REQUIRES, ON KNOWN HISTORIC BUILDING SITES, PARTIAL OR COMPLETE RECONSTRUCTION. Including the requirement that preservation of archaeological sites shall be viewed by the public, and preserved as part of the project.
7. ALL BUILDING CONTROLS SHOULD BE STRICTLY ENFORCED EXCEPT WHERE THEIR APPLICATION IS IN CONFLICT WITH RESTORING OR RECREATING HISTORIC STRUCTURES. Recognizing that different construction techniques were utilized prior to 1871, modifications in the application of building regulations should be considered in the authentic restoration of . . . recognized historical structures so long as no health or safety problem results..
8. CLEARLY DEFINED HISTORICAL-ARCHITECTURAL GUIDELINES SHOULD BE ESTABLISHED. More specific and detailed architectural guidelines should be established. A Consultant contract should be awarded to

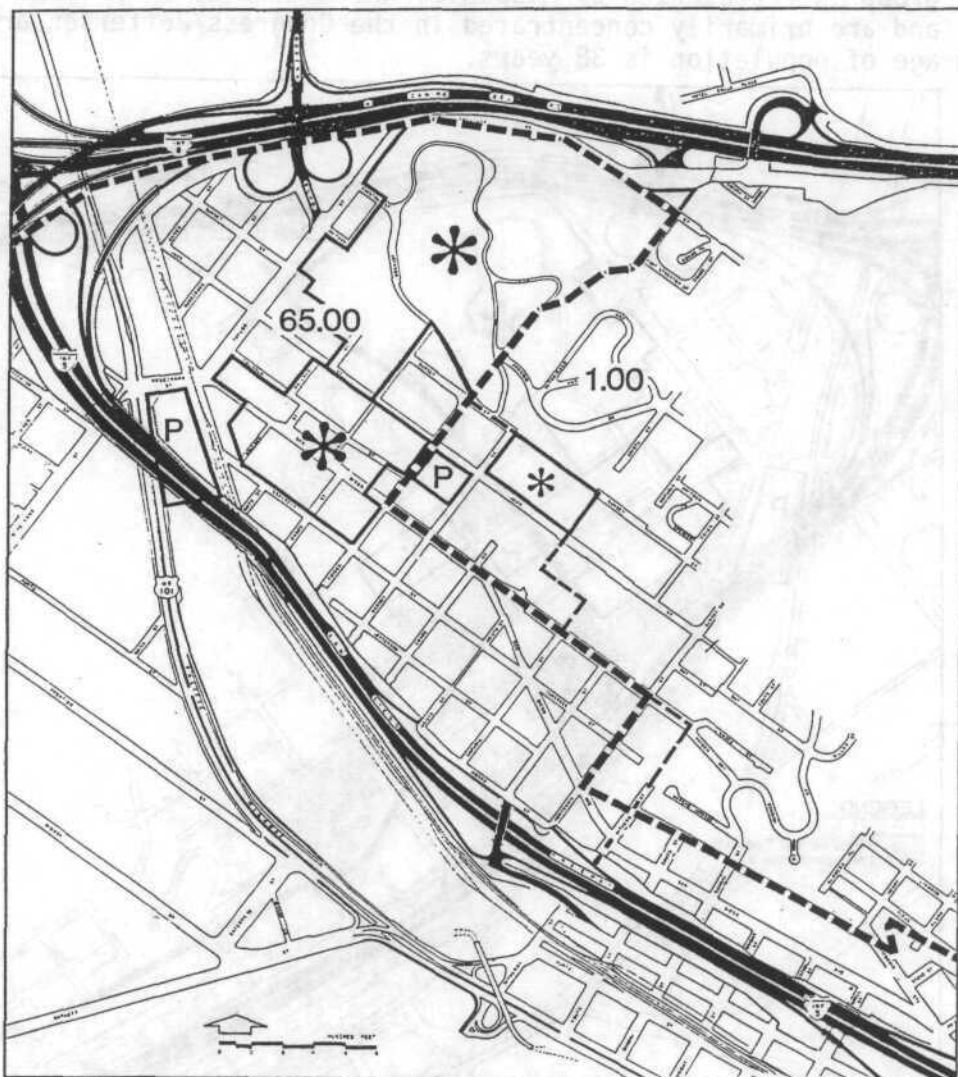
prepare permanent guidelines that provide a **clear** definition of the three basic architectural styles (Spanish, Mexican, American) and avoid hybrid unrealistic **interpretations**. These guidelines **will** be incorporated into the Old Town San Diego "Standards and Criteria" document, upon approval by the City **Planning** Commission and City **Council**.



# SOCIO-ECONOMIC ELEMENT

## BACKGROUND

A general assessment and overview was prepared on the community's socio-economic environment. Based on 1980 and 1984 updated census information, two census tracts **overlay** the community. Census tract 1.0 (Juan Street) covers the area **generally** along Juan Street and the adjacent to the Mission Hills area. Census tract 65.0 (Congress/Jefferson) covers the remainder of the Old Town San Diego community **planning** area, and extends to Midway and south along Pacific Highway to Washington Street. The socio-economic trends were assessed by extrapolating the total figures as these **apply** to the community.

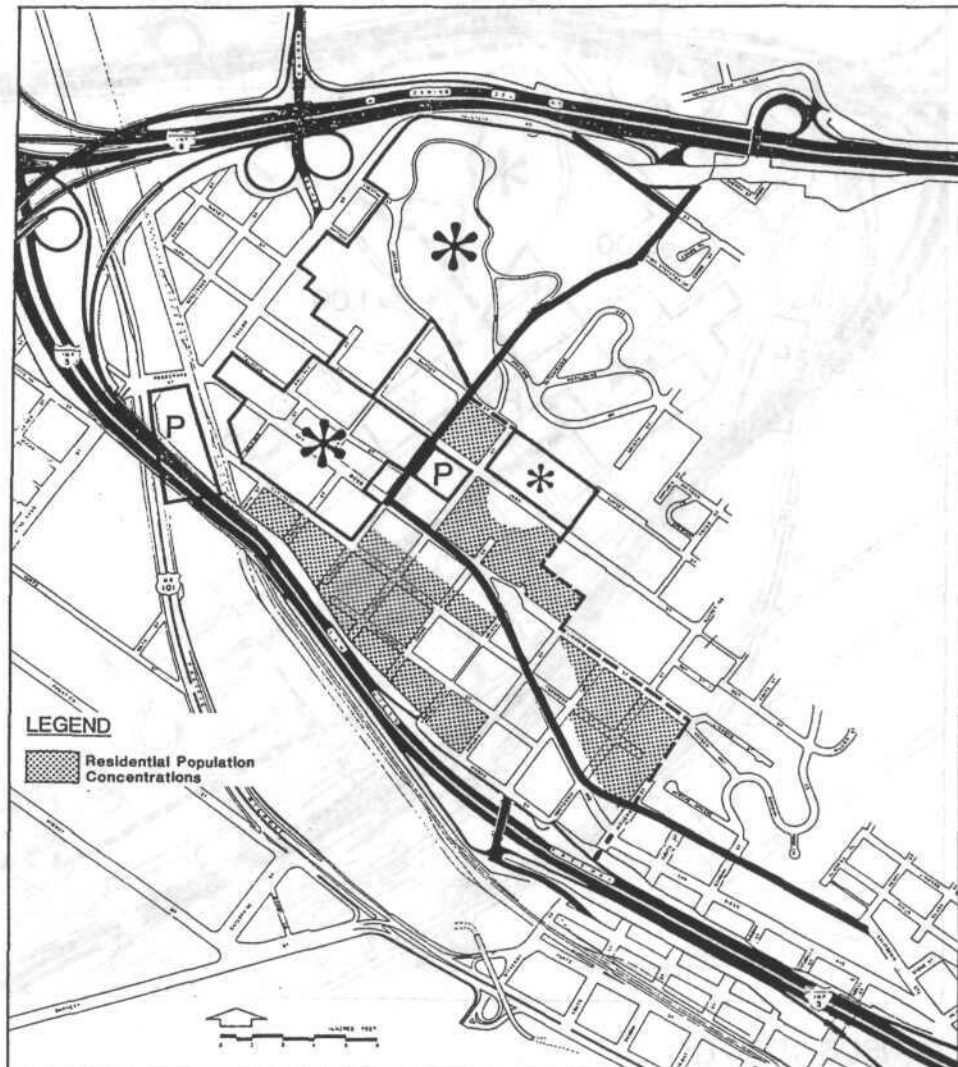


CENSUS TRACTS

## POPULATION

As of 1984, the **residential** population of Old Town San Diego was 1,461 people. The highest number (1,242 people) or 85 percent of the **total**, reside in Census Tract 65.0 primarily along Congress and Jefferson Streets. An additional 788 people, or 15 percent of the **total**, reside **along** the Juan Street Corridor. Family sizes vary between 2.65 people per unit in Tract 1.0 (Juan Street Corridor) to 1.75 people per unit in the Congress/Jefferson area (Tract 65.0). These figures **reflect** the family ambiance along Juan Street, as contrasted with the single **individual** settlements along Congress and Juan Streets.

The population is evenly distributed between males and females, with the majority of the population being white, the highest and **only** minority ethnic group is represented by **Hispanics** which make up 25 percent of the **total**, and are primarily concentrated in the Congress/Jefferson area. Median age of population is 38 years.



**RESIDENTIAL POPULATION**

## EDUCATION

Educational **levels** are **generally** high throughout the community. The highest population percentages are in the **kindergarten/elementary** school levels, with college age enrollment being a close second, and high school **educational levels** a third.

Interestingly the very **young/children population** is highest in the Congress/Jefferson street areas. This is primarily due to the larger total population residing in this area.

## LABOR FORCE

Out of the total working age **population**, unemployment is a very low, four percent. The type of industry most represented is the retail industry, followed by business and **manufacturing**, financing and insurance, health services, and professional services. Occupations most represented are service types, followed by administrative support, professional specialty, **executives**, and retirees.

The predominant place of work is the central city area, **followed** by the **general** community area. This is also **reflected** by the predominant **travel** time to work which is 10 to 20 minutes, and the fact that a **relatively** high number of **people** walk to work (ten percent) or work at home (six percent).

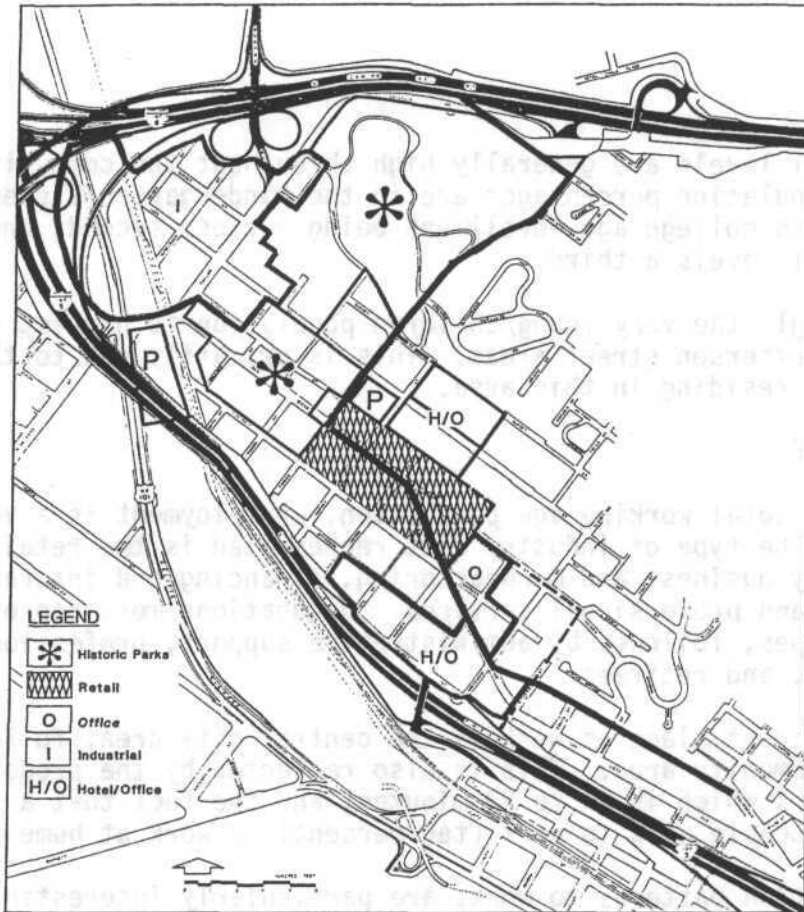
Transportation patterns to work, are **particularly** interesting. Fifty-nine percent of the work force drives to work with 15 percent **carpooling**, ten percent using **public** transportation, ten percent **walking**, and six percent working at home. These pattern reflect an **unusually** high model **split** for residents in the community.

Of the people that work but do not live in the community, the highest percentage is represented by **Caltrans employees** who drive to work, and the service **retail** industry employees probably using public transit, at a higher percentage than is the norm.

Tract 65.0 has primarily one car ownership for each **residential** unit, and a substantial number of no car ownership.

## INCOME

Median income, based on the 1980 census in Tract 1.0 (Juan **Street**), is relatively high at \$30,000 per year, while the income in Tract 65.0 (Congress/Jefferson) is \$9,700 per year. Tract 65.0 also has the higher **levels** of public assistance (five **percent**), and social security (ten percent) income. Twelve percent of the total **labor** force earns at below the poverty **level** and is a young population of less than 55 years of age.



#### LABOR FORCE/EMPLOYMENT AREA

##### BUSINESS DEVELOPMENT

A market study was prepared by Zephyr Associates; the findings of that study set the stage for the community's business development climate.

Office employment within a five-minute drive of Old Town San Diego has approximately 14,500 people. Perspective patrons who penetrate the Old Town San Diego area total 6.48 million people per year.

Visitor statistics show a total attendance of 4,400,000 people, of which 125,000 people paid fees to enter different exhibits within the State Park.

The existing office market includes 158 office type businesses with a total of 484,000 square feet. Leases range from \$0.75 to \$1.65 per square foot per month plus utilities. For new projects, the rental range is \$1.35 to \$1.65 per square foot per month. The past four years have seen an upsurge of office development in Old Town San Diego with 289,000 square feet developed. The overall present vacancy rate is 17 to 19 percent, which is somewhat less than the downtown vacancy rate of 22 percent.

Old Town San Diego has been gaining a reputation as a more exclusive business environment. The proximity to other commercial activities including the State Park, historical areas, and restaurants is considered important by image conscious office tenants.



An existing **potential** of economic growth exists for the **development** and operation of **hotel establishments** in the Old Town San Diego area. Several major **hotels** of 100+ rooms have been built and more are in the building permit stages at this time. The Old Town San Diego market area presently reflects a market segmentation as follows: commercial travelers, 53 percent; group meetings, six percent; tourists and others, 41 percent. A **total** projected market demand of 716 rooms is **generally** being reached by the development of the hotel projects on line.

Various Old Town San Diego **elements** play an important role in supporting retail **facilities**. The office employment provides upwards of \$6.7 **million** of discretionary income. Old Town San Diego could capture between \$2 to \$3 **million** of that income. Residential communities within and around Old Town dispose of \$31.7 million in total discretionary income. Of that, \$12.68 million could be spent in Old Town San Diego. Finally, the visitor provides a \$32 million expenditure potential. The total opportunity retail demand based on office, residential, and visitor population that could be captured by Old Town, adds up to \$46.68 **million**. The types of retailing demand **include** goods and services and eating/drinking.

The conclusion of the business/market study is that the unique setting of Old Town San Diego with a quality and diversified continuation of uses and with a strong and intensified management plan can compete effectively in the San Diego **specialty** market.

#### HOUSING

Most residents are **newly** arrived since 1975, and the condition of structures are rated as good throughout.

Age of the residential units is also different in Tracts 1.0 and 65.0. Tract 1.0 has most of its residential units built prior to 1939, **while** Tract 65.0 has most of its residential units built in 1975 (20 percent), 1939 (19 **percent**), 1950 (19 **percent**), 1940 (13 **percent**), and 1960 (13 **percent**). This reflects a greater **redevelopment** and **development** **activity** occurring in Tract 65.0.

The housing values from the 1980 census information are also markedly different between census tracts. Tract 1.0 has a median housing value of \$167,600, while Tract 65.0 has a median **value** of \$88,800. Owner occupancy is also markedly different in Tract 1.0 (86 percent) to Tract 65.0 (23 **percent**). The median rent in Tract 1.0 is \$364 per month, while in Tract 65.0 it is \$192 per month. These figures **should** be considered for their relative **value** since the actual values are now more than double the 1980 data.

The character of the housing units also varies from census tracts. Tract 1.0 has 90.4 percent of its housing stock in single-family units, while Tract 65.0 has five or more units in 45 percent of its stock. The automobile ownership is also **strikingly** different, with Tract 1.0 having most units with two and three car ownership.

## RECOMMENDATIONS

### POPULATION

PROVIDE SERVICES AND SUPPORT FACILITIES TO SATISFY THE NEEDS OF A GROWING RESIDENTIAL AND BUSINESS POPULATION. Assure that all projected improvements are in place and synchronized with the projected population demands. A 90 percent increase in population is projected with the development of 800 additional units and 1,350 people, expanding the present **population** from 1,400 to 2,800 people. This growth will place greater demands on schools, and community services.

PROVIDE DEVELOPMENT OPPORTUNITIES TO ASSURE THE DEVELOPMENT OF A BALANCED COMMUNITY. Development should accommodate a variety of housing types and sizes, from **single-family** to **multi-family development**. Development bonuses should be provided for the development of low and moderate income housing. A 25 percent density bonus, beyond the maximum density **allowed**, and within the height and bulk restrictions of the Planned District Ordinance **should** be encouraged.

### EDUCATION

EDUCATIONAL OPPORTUNITIES SHOULD BE MAINTAINED AND ENHANCED WITHIN THE COMMUNITY. Existing government-owned properties dedicated to educational activities **should** be maintained and expanded. Multiple purpose and **multiple** level educational facilities should be **developed** and encouraged. The **opportunities** for providing kindergarten through higher education opportunities within a single site, such as the elementary school site, should not be overlooked as a potential way of making more efficient use of this site.

EDUCATIONAL OPPORTUNITIES FURTHERING THE HISTORICAL SIGNIFICANCE OF OLD TOWN SAN DIEGO SHOULD BE PURSUED. The special educational program presently ongoing at the Fremont Elementary **School** should be maintained and expanded. Programs sponsored by the Unified School District or any other **educational** or cultural agency, and coordinated with **local** universities or and **cultural/historical** associations should be pursued. An expanded educational **cultural** program should be **established** at the existing school site.

AN EDUCATIONAL/CULTURAL PROGRAM SHOULD BE ESTABLISHED IN OLD TOWN SAN DIEGO IN CONJUNCTION WITH THE HISTORICAL **SOCIETY'S** SERRA MUSEUM. A program that concentrates its scope on local history both pre- and post-Hispanic should be instituted and based in Old Town San Diego "where California began."



## ECONOMIC DEVELOPMENT

THE PROJECTED ECONOMIC GROWTH IN THE COMMUNITY SHOULD BE COORDINATED AND PHASED TO AVOID WASTE. A community based coordination effort **should** be established. The City of San Diego **should** be the lead agency that spurs the **implementation** of improvements designed to further the **community's** economic development.

A BUSINESS IMPROVEMENT DISTRICT, OR SIMILAR MECHANISM SHOULD BE ESTABLISHED TO COORDINATE THE MARKETING OF THE OLD TOWN SAN DIEGO COMMUNITY. In this manner, private business interests can **follow** up implementation programs to this plan and insure that public facilities are provided in a timely fashion.

A PRIVATE/PUBLIC PARTNERSHIP SHOULD BE ESTABLISHED TO PROMOTE ECONOMIC DEVELOPMENT. Key business support **facilities** such as parking and other public facility needs should be **jointly implemented** through private and public efforts. A development district should be formed to **follow** up, fund, and implement parking **programs**, streetscape, community **beautification** programs. Additional funds should be generated and programmed as needed under the umbrella condition of a Business Improvement District or **similar** mechanism.



